

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Festival on the Green Subcommittee

Monday, May 2, 2011

Partnership Offices

1244 Storrs Road (Storrs Commons)

(860) 429-2740

5:00 p.m.

Minutes

Present: Betsy Paterson, Tom Birkenholz, Kim Bova, Janet Jones, Natalie Miniutti, and Barry Schreier

Staff: Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 5:02 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from April 18, 2011

Janet Jones moved to approve the Minutes as presented.

Tom Birkenholz seconded the motion.

The Minutes were approved unanimously.

4. Review Task List

Activities: Kathleen Paterson reviewed the prices for the inflatables, dunk tank, and spin art machines from 2009 and 2010.

The sub-committee discussed the merits and challenges of the inflatables.

Ms. Jones moved to not have inflatables.

Kim Bova seconded the motion.

Ms. Paterson expressed concern regarding liability issues.

Ms. Jones recapped the discussion from the previous meeting.

Natalie Miniutti commented that the inflatables provide a bright visual that could draw people into the event.

Barry Schreier expressed concern about losing the “carnival” feel of the *Festival*.

The sub-committee agreed by consensus to not have inflatables or the dunk tank. **Sub-committee members will look into alternative attractions.**

Ms. Jones suggested finding storybook characters.

Ms. K. Paterson will ask Jim Hintz if his office plans to set-up the Wii tent again.

Parade: Mr. Schreier reported that the Save the Date emails had been sent to past and potential Parade participants. He noted that he and Mr. Birkenholz had received several responses already. Mr. Schreier added that he had contacted the person organizing UConn’s Homecoming Parade, and they indicated they did not think it would be realistic to have the floats ready for the Celebrate Mansfield Parade.

Ms. Miniutti said she and Ms. K. Paterson had talked to Aaron Burgess, the band director at E. O. Smith High School, and that he is very interested in having the band both be in the Parade and have an activity booth.

Ms. Paterson said she spoke with the incoming UConn President, Susan Herbst, who will let Ms. Paterson know in June if she can commit to the Parade.

Mr. Schreier asked Ms. Paterson if she could help contact local politicians to appear in the Parade. **Mr. Schreier will send Ms. Paterson his draft invitation letter [Done].**

Mr. Birkenholz said that the “Books on the Bus” group from Mansfield Middle School, the UConn Rainbow Center, and the E. O. Smith Football and Crew teams, cheerleaders, and mascot have all committed to the Parade.

Ms. Miniutti asked how long the Parade would be.

Mr. Schreier said that the Parade should take about 30 minutes and that the band could stop and play a song if it would like.

Mr. Schreier made a motion to nominate Dean David Woods as the 2011 Grand Marshal of the Celebrate Mansfield Parade.

Ms. Bova seconded the motion.

The motion passed unanimously.

Ms. K. Paterson will send a letter to Dean Woods.

Ms. K. Paterson said she had met with John Bell, the Director of the Ballard Institute and Museum of Puppetry, to discuss the Community Puppet-Building Workshop. She said that Dr. Bell had some great ideas for the Parade, including “mini” floats, parading farm animals, and brass bands.

Ms. Paterson asked if there should be a contest for children to design small floats, for example in wagons.

Ms. Jones said she preferred the idea of small floats to the miniature floats, which she thought would be too difficult to see from afar. She added that people could use their lawn tractors.

Ms. Paterson said that, if the sub-committee would like to have a float contest, she will ask businesses for donations for prizes.

Mr. Schreier said that an invitation to participate in the Parade will be sent out mid-May and more information on the floats could be included.

Ms. Jones said it might be helpful to make specific suggestions about float ideas so that it seems more manageable.

Mr. Birkenholz asked if the sub-committee thought that businesses or organizations would want to sponsor floats.

Mr. Schreier suggested that business owners who donate the prizes could be the judges.

Set-up: Ms. Miniutti reviewed the preliminary plans for set-up with the sub-committee. She said she had looked at the grassy area again and suggested leaving it open as a picnic area. She suggested adding tents in that area if there are any extra.

Ms. Bova suggested using hay bales to block off the stage and dance areas as in past years.

The sub-committee discussed whether to have the balloon arches and the placement of the arches. By consensus, the sub-committee agreed to have two balloon arches: one near the Parade grand stand and one near the Parade entrance.

Sponsors: Ms. K. Paterson reported that Gulemo Printing will be an in-kind sponsor and will assist with the design and printing of the *Festival* flyers. **She will schedule a meeting with them to review the pieces and start the sponsorship brochure.**

5. Budget

Ms. K. Paterson provided copies of the draft budget to the sub-committee. She noted that some of the numbers are estimates and others are actual costs from 2010. Ms. K. Paterson added that Cynthia van Zelm had confirmed that the color of the t-shirts does not affect the price.

Ms. Jones asked the sub-committee for their thoughts on increasing the cost of tickets to the wine-tasting fundraiser.

After some general discussion, the sub-committee asked Ms. Jones to speak to Gail Parks about the cost of the tickets.

Ms. Bova asked if there were plans for any music. She offered to provide contact information for some local classical guitarists or jazz musicians.

Ms. K. Paterson recalled that, in past discussions, there were concerns that the addition of music may make it difficult for guests to converse.

6. Picnicpalooza!

Ms. K. Paterson reported that the little Big Band is interested in performing for \$900.

The sub-committee discussed the different options available and tabled the discussion until the next meeting.

7. Adjourn

The meeting adjourned at 6:34 pm.

Minutes prepared by Kathleen M. Paterson